

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2023-2024
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Brand Management
4. Code	31042
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>Why are brands important? Why do some brands succeed while others fail? How do businesses manage brands in a way that creates real consumer value?</p> <p>Students will leave the course with a deep understanding of brands, branding and the process of managing a brand. They will understand why brands are critically important in today's world, even in B2B situations. They will use branding and marketing tools to navigate through the process of brand management giving them a practical understanding of "how to manage a brand".</p> <p>They will enhance their teamwork skills in class through the use of an on-going "role-play", acting as brand managers using the tools of brand management on a week-by-week basis. Students will use their critical thinking skills to challenge the "traditional" role of brands as we move into the digital age, using the deep understanding they will gain on how and why brands function to achieve this.</p> <p>At the end of the course, the students will have the "toolkit" they need to manage brands effectively.</p>

	<p>Learning Objectives</p> <p><i>At the end of the semester, the student is able to:</i></p> <p>LO1: Differentiate, prioritise and evaluate tactical marketing interventions that help reflect an organisation's brand strategy.</p> <p>LO2: Create a branding strategy that reflects an organisation's business strategy and values.</p> <p>LO3: Appraise and critically evaluate the theories and principles underlying brand management practices.</p> <p>LO4: Develop a marketing plan through role-play for a chosen brand and construct a convincing presentation for class evaluation.</p> <p>LO5: Demonstrate a deep understanding of, and then critique, a key brand management theory and apply real-world examples to support a position.</p> <p>LO6: Apply a range of academically and commercially validated techniques to measure both brand equity and brand perception in a commercial context.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>If marketing is the spearhead of any customer or consumer-oriented company then brand management is the engine room. The brand management process and branding are at the very heart of these organisations.</p> <p>This course will cover:</p> <ul style="list-style-type: none"> - Brand Strategy, - International Brand Management - B2B Branding - The role of Brand Names and Logos - Brand "meaning" and Associative Networks - Packaging and Design - Storytelling the Brand Message - Understanding the consumer value. - Brand Diversity - Brand Management Tools, including: <ul style="list-style-type: none"> o Brand Architecture, o Sub Brands o Ingredient Brands. <p>Key Teaching Approach: The course is based on several teaching approaches, such as exercises to apply market understanding, objective and innovative thinking and marketing tools in real company situations, group works and exercises, lectures, videos, academic and professional articles.</p> <p>It is expected that for 50% of the time available in each class the students will be working in their teams as "brand managers". The students will then present a brand plan as the group evaluation, before moving on to look at how brand management works in the real world, and how to manage global brands across different cultures. Brand value and brand equity concepts will be explored in detail and the course will end on a debate on the future of branding in the digital age.</p> <p>Teaching approach is based on 5 principles of mutual respect and engagement between instructor and students: Preparation, Cooperation, Collaboration,</p>

	Presentation and Examination.
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Group work in week 9 or 10 – 50% (Presenting a Brand Plan) • Individual written submission – week 14 - 50% (A self-selected Brand Theory Assignment)
12. Remediation/repetition	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
13. Coordinator / main instructor	Mark Shepherd
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module</p> <p><input type="checkbox"/> Advanced module</p> <p><input checked="" type="checkbox"/> Specialized module</p> <p><input type="checkbox"/> Other:</p>
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<p><input checked="" type="checkbox"/> Main module</p> <p><input type="checkbox"/> Module linked to main module</p> <p><input type="checkbox"/> Optional module</p> <p><input type="checkbox"/> Other:</p>
17. Time organization	<p><input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters</p> <p><input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other</p>